

# Google Data Studio Connector (Beta)

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## Background

This integration allows you to bring data from seoClarity into Google Data Studio reports and merge it with any number of other data sources, build custom reports and more.

## Connectors Available

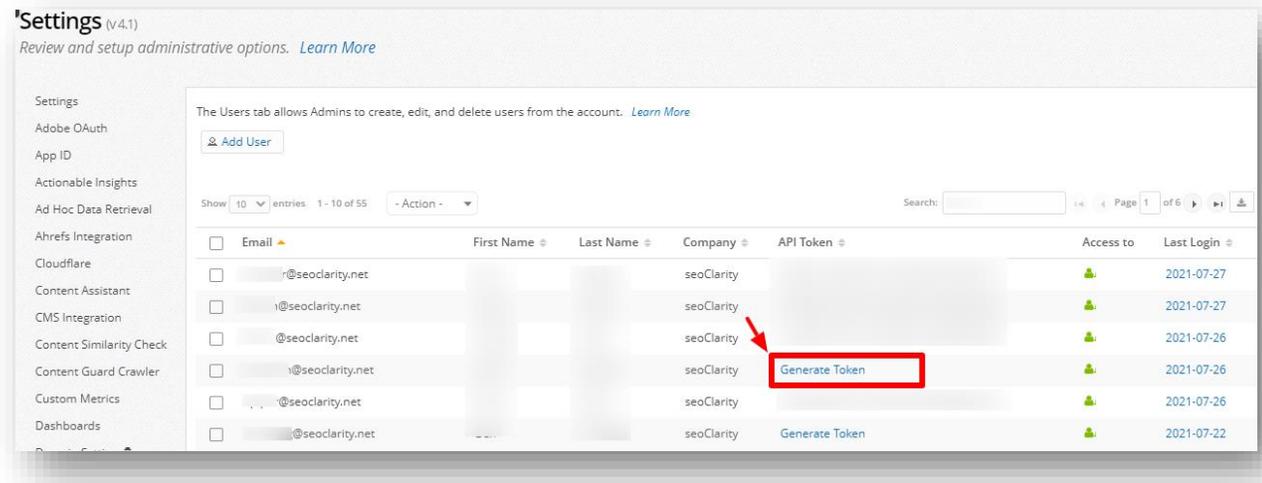
- 1) **Keyword Tag Summary Connector**  
Provides Keyword Tag level metrics for one or more tags.
- 2) **Site Audit Connector (Coming soon)**  
Provides key data from Site Audits such as number of pages crawled, crawl status and issues discovered.
- 3) **Keyword Ranking Details Connector (Coming Soon)**  
Provides the keyword level ranking data

## Pre-Requisite

Each Data Studio connector requires an seoClarity API key.

If you have Admin privileges for a profile, you can generate an API key via the [Settings > Users](#) page.

Click the Generate Token link to generate a unique API Key tied to your login and the profile you are working in.



**NOTE:** seoClarity API keys are specific to the user AND the profile from which they are generated.

If you generate a key for a profile xyz.com, it will only allow access to data from that profile. Accessing data for another profile requires generating a separate API key from that profile.

## Keyword Tag Summary Connector

The Keyword Tag Connector provides access to the same metrics within Google Data Studio that you have available in the seoClarity UI for any of your Keyword tags.

### Metrics Available

For one or more keyword tags, you can retrieve the following metrics

- Total Keywords
- Average Search Volume
- Average Rank
- Wtd. Average Rank
- Ranking on Page 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10
- Count of keywords in position 1, 2, 3, 4, 5, 6, 7, 8, 9, 10
- Search Volume in position 1, 2, 3, 4, 5, 6, 7, 8, 9, 10
- Count of keywords in Top 1, Top 3, Top 10, Top 50 and Top 100 rank positions
- Search Volume of keywords in Top 1, Top 10, and Top 100 rank positions
- Share of Voice
- Share of Market

By default, metrics INCLUDE Keywords that don't rank in the Top 100 positions by counting them as 101. If you would like to check the metrics EXCLUDING keywords that don't rank in the top 100, you can use the corresponding metric

- Total keywords without 101
- Average Rank without 101
- Wtd. Average Rank without 101
- Share of Market without 101
- Share of Voice without 101

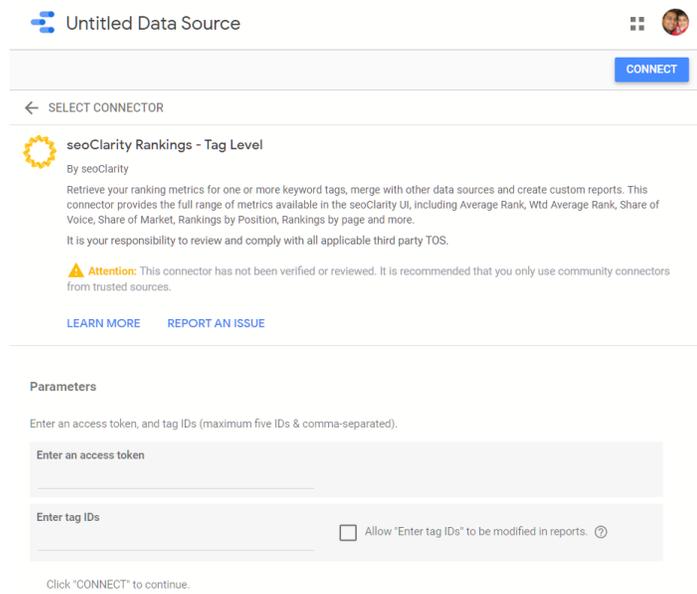
## Integration Steps

### Step 1 – Accessing the Data Connector

The connector is Private while in Beta.

To access the Connector, please sign-up for the beta. A link will be emailed to you directly.

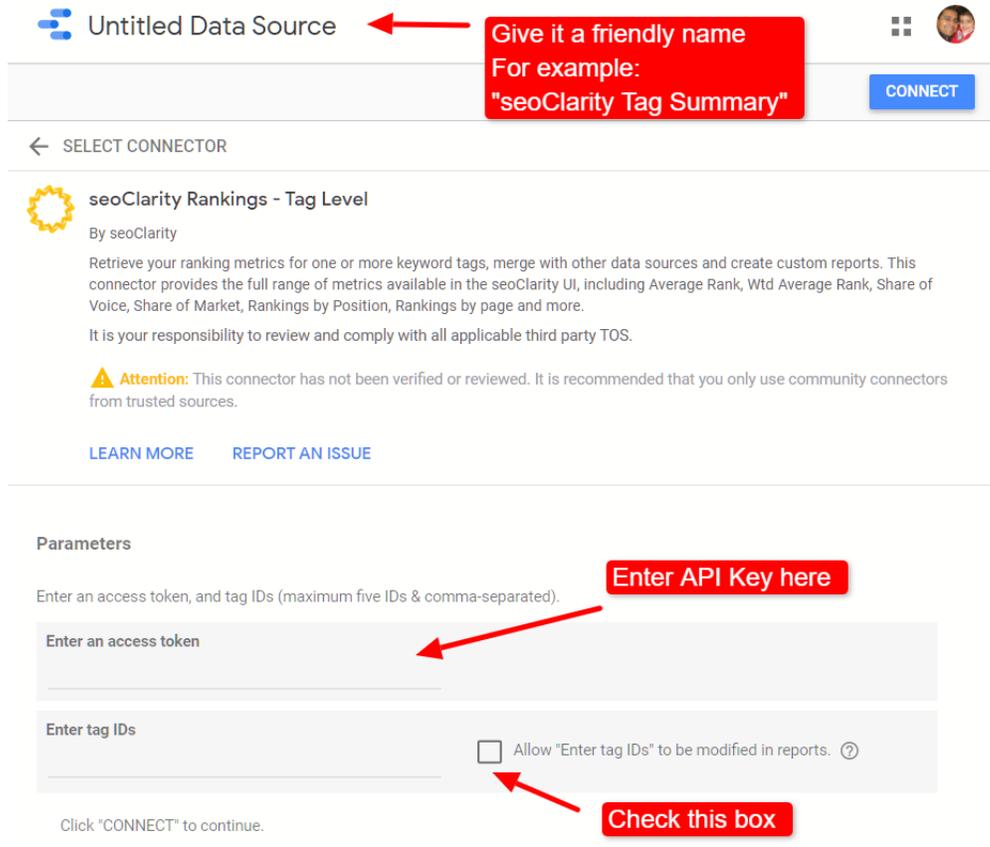
Clicking on the link should load the Data Source Setup page.



The screenshot shows the 'Untitled Data Source' setup page. At the top right, there is a 'CONNECT' button. Below it, a navigation bar shows 'SELECT CONNECTOR'. The main content area features the 'seoClarity Rankings - Tag Level' connector, which includes a description of its capabilities, a warning about its unverified status, and links for 'LEARN MORE' and 'REPORT AN ISSUE'. Under the 'Parameters' section, there are two input fields: 'Enter an access token' and 'Enter tag IDs'. A checkbox labeled 'Allow "Enter tag IDs" to be modified in reports.' is present next to the second field. At the bottom, a note says 'Click "CONNECT" to continue.'

### Step 2 – Configuring the Data Source

The screenshot below shows the parameters to configure



1) **Data Source Name**

We recommend setting this to a friendly name such as “seoClarity Tag Summary”.

If you have multiple seoClarity profiles you wish to integrate, it is recommended to append the name of your profile to the Data Source name to be able to distinguish them later. For example, “seoClarity Tag Summary – HM.com” vs “seoClarity Tag Summary – AE.com” etc

2) **API Token**

Within the input box for “Enter an Access Token”, paste in your API token.

3) **Tag ID**

There are 2 options for configuring the Data Connector

a. **Specific Tag ID**

Specify a single keyword tag ID within the “Enter Tag ID” input box if you would like the data connector to ONLY retrieve and display data from a single Keyword Tag.

This will “hard code” the Tag ID for the reports.

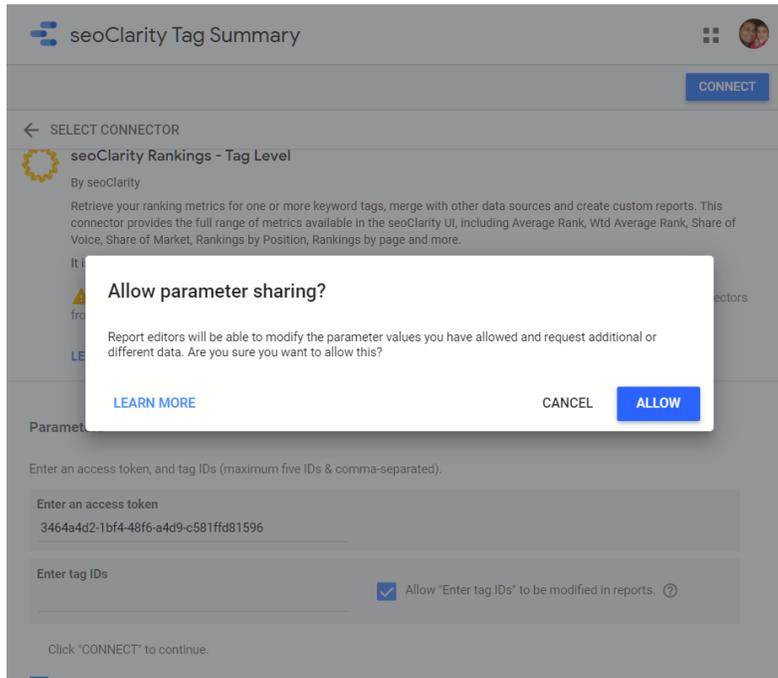
b. **Modifiable Tag ID - RECOMMENDED**

Leave the “Enter Tag ID” Input box blank and instead check the box for “Allow “Enter Tag IDs” to be modified in reports”

This will allow Tag IDs to be passed as a variable in reports and allow retrieval of data for one or more tag ids from your seoClarity profile.

### Step 3 – Confirm Setup

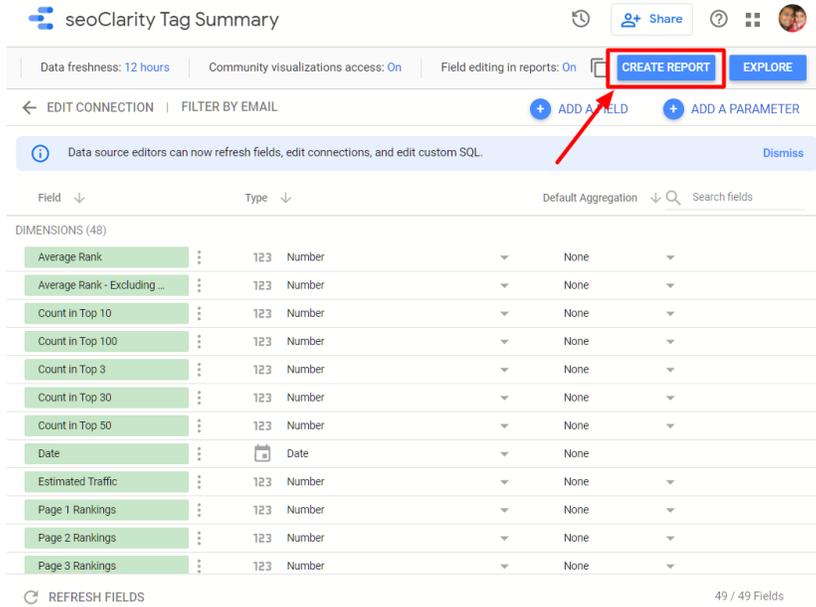
When prompted, Allow Parameter Sharing in the reports.



### Step 4 – Create Report

On the following screen you should see the list of metrics and dimensions available through the Connector.

Simply click the "Create Report" to use the Data Source in a new report.



seoClarity Tag Summary

Data freshness: 12 hours | Community visualizations access: On | Field editing in reports: On

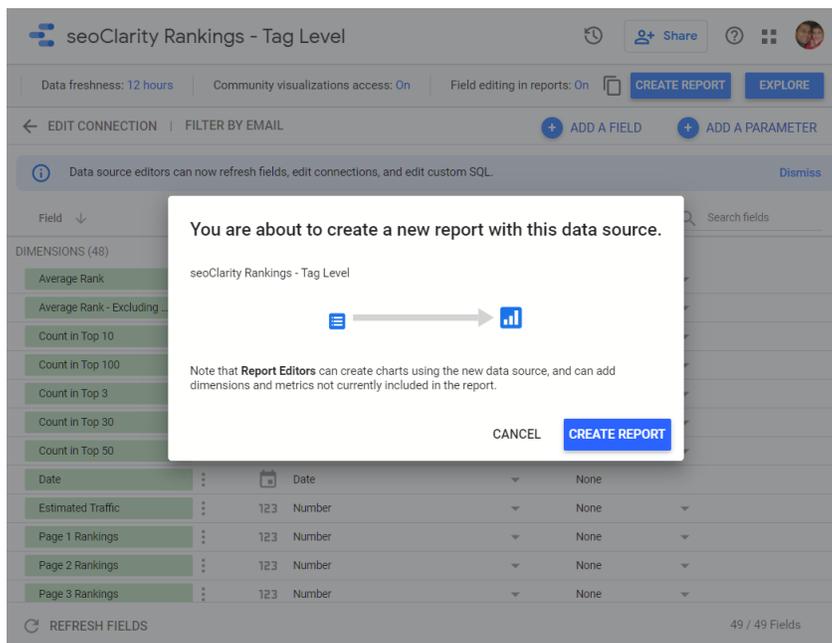
**CREATE REPORT** | EXPLORE

EDIT CONNECTION | FILTER BY EMAIL | ADD A FIELD | ADD A PARAMETER

Data source editors can now refresh fields, edit connections, and edit custom SQL. [Dismiss](#)

Field	Type	Default Aggregation	Search fields
DIMENSIONS (48)			
Average Rank	123 Number	None	
Average Rank - Excluding ...	123 Number	None	
Count in Top 10	123 Number	None	
Count in Top 100	123 Number	None	
Count in Top 3	123 Number	None	
Count in Top 30	123 Number	None	
Count in Top 50	123 Number	None	
Date	Date	None	
Estimated Traffic	123 Number	None	
Page 1 Rankings	123 Number	None	
Page 2 Rankings	123 Number	None	
Page 3 Rankings	123 Number	None	

REFRESH FIELDS | 49 / 49 Fields



seoClarity Rankings - Tag Level

Data freshness: 12 hours | Community visualizations access: On | Field editing in reports: On

**CREATE REPORT** | EXPLORE

EDIT CONNECTION | FILTER BY EMAIL | ADD A FIELD | ADD A PARAMETER

Data source editors can now refresh fields, edit connections, and edit custom SQL. [Dismiss](#)

**You are about to create a new report with this data source.**

seoClarity Rankings - Tag Level

 → 

Note that **Report Editors** can create charts using the new data source, and can add dimensions and metrics not currently included in the report.

[CANCEL](#) [CREATE REPORT](#)

REFRESH FIELDS | 49 / 49 Fields

**That's it!**

**Congratulations!**

**You have just completed the integration!**

Read on to learn about using the Data Source in reports.

## Report Template

If all the integration steps were followed, clicking on "Create a report on the final step should automatically import the Sample Report template we've created for you.

The sample report is to help you get started with leveraging the Connector.

You can play around with the charts and visualizations as also explore the data source to learn more.

## Data Studio Limitations

Data Studio only supports flat structures, like how data is stored in Excel – one row containing complete information for a specific element.

This leads to a few challenges with fully leveraging the power of seoClarity's data in Data Studio.

- 1) Even though you can associate a single keyword to multiple tags in the platform, Data Studio data types does not allow arrays of keyword tags to be supplied.
- 2) a single keyword could belong to multiple keyword tags within seoClarity. Data Studio's data format does not allow a way to pass all the tags for a keyword.

For each connector, we have made design decisions that aim to provide you the most important views while working within the Data Studio limitations.

## Support

Please send in any questions around issues or errors encountered with the Data Connector during setup or when using as part of a report.

### **IMPORTANT NOTE:**

**Our team members are experts on the seoClarity platform. Unfortunately, detailed questions on how to use Data Studio, how to build specific reports or visualizations are not something we may be best positioned to help with.**

A BIG thank you to all the clients who suggested this feature idea!